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Genie to Debut New Equipment Across Multiple Product Lines at 2025 ARA Show

New telehandlers, electrified booms and next-generation scissors are designed for quality and a low total cost of ownership

Bothell, WA (January 22, 2025) – Nearly every piece of equipment scheduled for display in the Genie booth at the 2025 ARA Show will be new. Attendees will have an opportunity to see several models of the Genie™ Next-Generation GS™ Scissor Lifts, which were announced in November, as well as two new lithium-ion powered electrified boom lifts, and two new pick-and-carry telehandlers.

Some key themes across all of the new models include design decisions that reduce total cost of ownership, including parts commonality, reductions in wearable and replaceable parts, and simplified and less frequent maintenance to reduce total cost of ownership. The new models also continue Genie's legacy of delivering quality equipment that delivers the productivity and performance operators need on their jobsites.

Specifically, Genie will display:

- Next-Generation GS-1932, GS-3232 and GS-3246 slab scissor lifts. These models will be equipped with a range of features, options, and accessories, including the Lift Tools™ Access Deck, Tool Tray, Panel Cradle, Pipe Cradle, , and Spill Guard hydraulic oil containment system,as well as the Battery Guard.
- The new GTH™-1044 and GTH-1244 telehandlers, high-capacity, shorter boom telehandlers designed to help rental companies differentiate their fleets and maximize returns.
- The new S® -85 XC™ FE hybrid boom lift, which combines industry-leading Lithium-Ion performance with features designed for a lower total cost of ownership and higher productivity.
- A range of parts and accessories, including the new the new Genie Lift Guard™ Lanyard Alert, the latest addition to Genie's secondary guarding option range.

The ARA Show will be held January 30-February 1 in Las Vegas. Attendees can visit the Genie team in booth #2045.

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About Genie

Since 1966, Genie has been the leading name in the aerals industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.